

## **ABSTRACT**

Data service use on mobile handheld devices requires significant, and sometimes cumbersome user interaction, such as requiring navigation through a series of interactive screen displays, in order to access content the user desires. This invention largely automates the process, and allows a user to access desired content in a more efficient and less time consuming  
5 manner, by sending interactive information comprising a code associated with a particular content the user desires to access during the link establishment phase, that is, prior to the completion of the establishment of the point to point link between the user and a network node.